OUTLINE FOR A BUSINESS PLAN

Topic: Starting a small Health Club (5000 to 7000 square feet) or other comparably sized small business

EXPENSES

A. $1.50 per square foot
B. Find a location that is suitable for:
   a. Parking
   b. Safety
   c. Accessibility
   d. Population

Explain your reason (with regard to parking, safety, accessibility, population) as to why the area you picked is the best location

C. Expenses to run the business:
   1. Lease
   2. Insurance:
      1. Liability
      2. Theft
      3. Fire
      4. Business Interruption
   3. Utilities:
      1. Gas
      2. Electric
   4. Salaries: Depending on the number of hours open and the starting and ending salaries
      a. Repairs and maintenance
      b. Locker room supplies (if a health club)
      c. Office supplies
      d. Licenses:
         1. Business
         2. Massage
         3. Sales Tax
   5. Advertising
      1. How will you advertise? Explain
      2. What will be the monthly cost?